



The Australian Nutrition Foundation Inc
trading as Nutrition Australia TM

ANNUAL REPORT 2014

ABN 58 909 342093 Incorporation Number A780

“Optimal health through food variety and physical activity”

The mission of the Australian Nutrition

Foundation Inc. is to promote the health and well-being of the Australian people by encouraging them to make informed food choices. This goal will be achieved by basing activities on scientific principles and knowledge related to human nutrition and dietetics, food science and technology.

OBJECTIVES OF THE FOUNDATION

- to act as a source of scientific information on key nutrition issues;
- to produce and disseminate material about nutrition to policy makers, media, educators, the food industry and consumers;
- to act as a consultant body to consumer, government and food industry groups as required on issues related to food and nutrition; and
- to encourage innovation in the dissemination of nutritional knowledge.

STATEMENT OF ETHICS

The Australian Nutrition Foundation Inc. in all its work will be deemed to be:

- The independent voice of good nutrition; not linked to, or influenced by, any one group;
- Authoritative and able to speak its mind without fear or favour; and
- Never afraid to stand against opposition in the interests of sound nutrition information.

To meet its objectives The Australian Nutrition Foundation Inc. may work independently on projects, programs and the like, or may see it as appropriate to work with other nutrition related organisations in the corporate, private and Government sectors that:

- Agree with its Constitution, Policies and Bylaws
- Support its independence, credibility and integrity and
- Have as a major goal the promotion of the health and well-being of the Australian people.

It would be intended that such projects would be mutually advantageous and each project have the capacity to each build on the others' strengths.

NATIONAL BOARD MEMBERS 2014

National President:

Barbara Ward

National Secretary:

Katherine Warth

National Treasurer:

Kevin Kwan

National Directors:

Australian Capital Territory (ACT) Division

Gill Duffy

Agnes Otieno

New South Wales (NSW) Division

Barbara Ward

Queensland (Qld) Division

Katherine Warth

Mikael Wedemeyer

Victorian (Vic) Division

Mitchell Swan

Kathryn Bonning

Western Australia (WA) Division

Liesl deVries

Ashley Ridge (elected September 2014)

National Website Co-ordinator, communications:

Caitlin Syrett (Vic)

National Membership Management:

Aranya Changkaoprom (Vic)

National Public Officer:

Lynette Brown (ACT)

National Media/PR:

Aloysa Hourigan (Qld)

Report from the President, Barbara Ward

2014 saw the ongoing achievement of Nutrition Australia's mission of promoting optimal health for Australians through the dedicated work on the ground in all Divisions.

Highlights of the year from a National perspective have been:

- A focus on financial sustainability of the national body encompassing the transfer of bookkeeping and auditing services to new providers based in Sydney and review of costings for services
- Planning the changeover to a new online membership management system (CiviCRM) that will automate many functions and facilitate greater ownership of membership database by Divisions
- Transferring the registered office of ANF(Inc) to the ACT and scanning documents for archiving in ACT office
- Ensuring compliance with the requirements of the ACNC
- Supporting review of the Healthy Eating Pyramid, initiated by Victoria Division but undertaken in consultation with representatives from all Divisions
- Drafting a Deed of Assignment and License for use of the Pyramid by Divisions, to ensure good governance of National IP
- Continually raising the profile of Nutrition Australia by funding website and online communications activity, managed by Victoria Division
- Enhancing communication with Divisional Committees of Management and Senior Staff, commencing with a roundtable discussion after the 2014 AGM
- Undertaking a Consultation with Divisions to consider the relationship between national and the Divisions by written submission and using an online facility (Survey Monkey)

In 2014, 8 board meetings were held. Seven were convened via web conferencing and two via face-to-face meetings, in May following the 2014 AGM in Canberra and Sydney in December.

Nutrition Week in October continues to go from strength to strength, through the great work of the Senior Staff Committee and Divisional staff and ably promoted through the national website www.nutritionaustralia.org. NA ACT led Nutrition Week 2014, using a Grant received by ACT government that aimed to encourage the ACT community to take the Nutrition Week Challenge by following the Australian Dietary Guidelines over the 7-day period. The Nutrition Week Challenge was released nationally as the focus of National Nutrition Week 2014.

With its Nutrition Week motto, Cook.Eat.Enjoy, Nutrition Australia challenged all Australians to focus on their food habits by reflecting on how often they prepare their own meal.

Through its online platform Nutrition Australia provides free nutrition information, promotes the organisation, its programs, services and events, and positions Nutrition Australia as a leader in nutrition education.

I would like to thank our national corporate partners, Dairy Australia, Tefal, BUPA and our former partner Woolworths for their support of Nutrition Australia activities.

Our goals for 2015, include reviewing the National Strategic Plan to guide the organisation, strengthening internal governance, revitalising communication with members, reviewing the structure and functioning of the website and continuing consultation with Divisions.

Ensuring that we have a strong strategic focus will enable us to become sustainable and grow in order to inspire healthy eating and be the peak nutrition education body in Australia.

I would like to take this opportunity to thank the National Board members and all staff for their hard work and dedication.

Showcase of 2014 activities and programs from the State Divisions

Nutrition Australia ACT Incorporated, trading as Nutrition Australia ACT ABN: 55 159 014 153

Chair: Gillian Duffy, Executive Officer: Lyn Brown, Program Manager: Leanne Elliston

NA ACT has continued to grow and build the strength of our services within the community, as well as contribute to a range of government funded activities in 2014.

NA ACT continued to support the National organisation in 2014 through: national nutrition week activities, in kind support, involvement in committees, representation at national forums, and media work.



2014 Key achievements and activities

- Development of the Project Dinnertime theme and the 'Eat.Cook.Enjoy' motto for National Nutrition Week. Development of a toolkit and resources that were used across Australia during the Challenge throughout nutrition week.
- Release of the Food&ME™ package of nutrition education units for use in ACT Schools, to help teachers educate primary school students about food and nutrition. We also developed a professional learning program to up skill teachers and supplement the education kits.
- Another key highlight was our success in the Healthy Canberra Grants for the ACT Nutrition Support Service. This three year project aims improve nutrition literacy and healthy eating skills of ACT residents, providing a community based "one-stop-shop" for nutrition related advice. NA ACT will be launching the service to the public in early 2015.
- Created a kitchen garden in the grounds of the Chifley Health Hub, enabling the use of fresh, just picked produce in our cooking demonstrations and tastings.
- Obtained Health Promotion Charity Status from the Australian Charities and Non-for-profit Commission and Deductible Gift recipient status from the Australian Taxation Office
- Healthy lifestyle presentations for many organisations & community groups including in Nutrition Week.



Summary of programs

- **Early Childhood services:** Supported childcare centres in the ACT to meet requirements of the National Quality Standard for early childhood care. We ran nutrition and food safety handling courses for staff, parent information sessions, cooking demonstrations and menu assessments.
- **Schools:** In addition to the development and release of the FOOD&ME™ Nutrition Education units; NA ACT continued to work closely with ACT Health and with the ACT Government Education and Training Directorate towards healthier schools and school canteens. Our *Fresh Tastes: healthy food at school* program and its components including *Canteen Fresh* continue to promote healthy eating messages across school communities.



Sporting Canteens: Continued to work in partnership with the ACT Government Health Directorate and Sport and Recreation Services for the *HealthyFood@Sport* project to promoting healthy food supply in sporting canteens, increase the healthy food and drink choices available to children and young people.

Registered Training Organisation (RTO): NA ACT continues our partnership with NAQ Nutrition Training to deliver units of competencies that meet the Food Safety Supervisor requirements for ACT registered food businesses. In 2014, we delivered 5 food safety supervisor courses to 33 participants.

Workplace Health and Wellbeing Services: Throughout the year NA ACT delivered 11 seminars on topics including: 'Food choices: what the labels tell us', '9 steps to healthy eating' and 'how to boost your energy'. We also delivered 7 cooking demonstrations to ACT workplaces.



Project Dinnertime – Simple Eats for Seniors: in 2014 we launched a cooking program targeting seniors in the community. The course provides information on a range of food related issues for seniors.

Advocacy and Collaborative Partnerships:

In 2014 NA ACT:

- participated in the following: the ACT Healthy Schools network; ACT Healthy Communities Initiative, the ACT Food Security Forum and the ACT food regulation advisory committee.
- collaborated and partnered with many community and non-government organisations throughout the year.
- continued our strong partnerships with various government organisations and key stakeholders.



Student training: Continued to our ongoing commitment to help build community nutrition skills and experiences amongst Nutrition and Dietetic students from the University of Canberra. In 2014, we provided 8 student placements and mentoring for University of Canberra students undertaking Masters in Nutrition and Dietetics, and community and public health placements.

Strategies and Goals for 2015

NA ACT will continue to:

- Deliver accurate, relevant and timely nutrition information to community groups, general public, health professionals, students and the media.
- Engage in charitable activities in delivery of this work to promote health and prevent chronic disease.

Nutrition Australia NSW Division (NA NSW)

ABN: 33 986 781 351

Chair: Barbara Ward

Executive Managers:

Todd Dewey

Leanne Cook

Josephine Rajan

Jung Park

NA NSW has had a busy year, delivering a growing number of Workplace Health and Wellbeing programs, the Nutrition Information Services grant (funded by NSW Health) and our Early Learning Centre Advisory service. NA NSW ran an eventful National Nutrition Week campaign, engaging with a record number of organisations to run localized promotional events. NA NSW continues to provide the National Board with financial support through: corporate partnership agreements & in kind support, involvement in committees (Senior Staff; Review of Healthy Living Pyramid), submission writing and media work.



Key achievements and activities 2014

- Delivery of National Nutrition Week (NNW) 2014 activities where NSW division partnered with over 20 organisations.
- Delivery of the Illawarra Shoalhaven Local Health District (ISLHD) funded Nutrition Information Service Program.
- Healthy lifestyle presentations for many organisations & community groups including; GE Transportation, St Vincent de Paul Society, Care South, Veolia, Lend Lease, GPT Group, Haben and many more.
- Development of a Nutrition & Smoking Cessation resource in partnership with ISLHD.

Nutrition Information Service:

As part of the NIS funding, NA NSW has continued to exceed funding expectations in the running of programs and services including:

Over 30 nutrition and health presentations, cooking demonstrations and displays for various workplaces, community groups and education institutions; support and guidance for five university dietetics students; training for 63 new and active volunteers and responded to over 100 emails and phone calls from the public with questions regarding nutrition advice and education.

NA NSW has also worked with ISLHD to develop a range of nutrition education resources for people trying to quit smoking. Fact sheets aimed at informing the educators will be available on our website, and five different postcards will be printed and provided to the health district for dissemination to locals looking to quit smoking.

National Nutrition Week 2014:

During NNW 2014, NA NSW partnered with 14 organisations and ran 22 events to promote the key messages of the 2015 theme, *Cook, Eat, Enjoy*. The division also ran a competition between staff at NSW workplaces who took part in the NNW Challenge, awarding two successful participants prizes from our partner, Tefal.

NA NSW look forward to running an even bigger NNW campaign in 2015.

Early Learning Centre Advisory service:

NA NSW continues to provide advice and education to Early Learning Centres across NSW to ensure centres are aware of up-to-date nutrition information and food hygiene and safety regulations in the childcare setting. NA NSW also continues to produce seasonal editions of their Newsletter for Early Learning Centres, Toddler Bites.

Advocacy and Media:

- Three bloggers took the Tefal Challenge where NA NSW Nutritionist briefed them on the four-week menu plan also developed by NA NSW.

- Radio interview with i98 dispelling myths about gluten-free diets.

Strategies and Goals for 2015-2016 NANSW will:

- Deliver credible nutrition information to general public, health professionals, students and the media.
- Participate in health promotion campaigns and strengthen relationships with key stakeholders.
- Deliver locally funded grants to meet our mission and objective to promote health and prevent chronic disease.

Nutrition Australia VIC Division

ABN: 29 767 398 718

Chair: Mitchell Swan, EO: Lucinda Hancock

2014 was a highly successful year, resulting in all targets being achieved as outlined in our strategic plan. Revenue was in excess of 1.4 million with a net profit of \$81,000 and retained earnings of \$284,000. We increased our staff base to 17, 20 contract nutritionist / Dietitians and increased our volunteer base to 281. This resulted in excellent service delivery and achievement of our mission 'inspiring healthy eating'.



Key achievements and activities 2014

- Delivery of services to Woolworths
 - Development of the healthy snacking criteria and launch of the healthy snacking aisle across Australia.
 - Extensive review of the new Jamie Oliver publication 'Jamie's Garden' launched in store on 21 May 2014.



- The Healthy Eating Advisory Service
 - Website <http://heas.healthytogether.vic.gov.au/> increasing services via menu assessments and availability of resources and training to health professionals and food service and settings staff, building relationships and capacity with Healthy together communities.
 - Training reached OSCH (4,758) Early childhood services (8,436), schools (44,645), workplaces, hospitals, health professionals, government and industry stakeholders
- Roadshow events with the Australian Olive Oil Association:
 - 6 events
 - 4 cities
 - 2 weeks
 - Reaching 500 Health Professionals



- The Workplace Health and Wellbeing program has grown due to the relationship with BUPA, this resulted in:
 - 385 services delivered reaching 54,312 Australians
- Successful establishment of a nutrition clinic and childcare services in South Australia in order to increase our reach and development ongoing sustainable funding streams
- We wish to acknowledge the support of Dairy Australia, Nuts for life and the Australian Olive Oil, the primary food alliance and the Healthy Food Guide magazine.
- Our increased role in advocacy – as a partner in the rethink sugary drink campaign.

VIC Division strategic goals for 2015

- Implement our 2015-2017 Strategic plan



- Continue to promote Nutrition Australia within the Victorian community as the peak nutrition education body, via the delivery of nutrition education programs.
- To streamline our business units into three: Healthy Eating Advisory Service, Community Education services and Consultancy.
- To increase advocacy efforts to support ongoing funding of Healthy Together Victoria.
- To increase stakeholder engagement and non-government clients and revenue for fee-for-service work by more than 50% over the next three years, through the growth of corporate partnerships.
- Drive the review and launch of the new Healthy Eating Pyramid based on the revised Dietary Guidelines.
- Implement the volunteer internship program where volunteers are exposed to all aspects of the organisation on a 6 week rotation over 12 months.
- Implement new business offerings such as the allergy workshops being delivered in SA, TAS and Victoria and group education services in conjunction with the nutrition clinic.

Nutrition Australia WA Division Inc.

ABN: 86 137 077 300

Chair: Dr Amanda Devine (outgoing, currently vacant)

Executive Officer: Joelle Mandzufas

Nutrition Australia WA Division Inc (NAWA) has spent the last year consolidating and capacity building, with the focus on a stable workforce and building external partnerships. NAWA continues to provide the National Board with financial support through involvement in Senior Staff committees and subcommittees.

Key achievements and activities 2014

- Implemented a 5 module training program for current volunteers to become prospective facilitators. We have trained approximately 60 volunteers at some level in 2014 and have been able to give paid work to three of our graduates already. Two other volunteers who have been through our training program were able to use this experience to gain employment elsewhere.
- Continued to make inroads into healthy workplace presentations and expos with an increase in repeat business
- Increased our focus on community events, with representation at several expos including Meerilinga Childrens' Week, Out of School Hours Care conference and Carer's Week. This has seen a number of bookings as a result.
- Focus has been maintained on our volunteer recruitment and retainment, with the current group of volunteers being over 100.
- Continued representation on local committees, networks and working groups towards shared goals



Strategies and Goals for 2015

During 2015, Nutrition Australia WA Division Inc. will:

- Actively seek a Chairperson who will have the drive and commitment exhibited by Dr Devine for so many years, in order to allow NAWA the scope to build on our foundation as a credible nutrition education organisation in WA
- Survey WA agencies in the community food program to determine the extent of nutrition education requirements, and continue discussions with Second Bite with a view to delivering their programs to the WA sector
- Continue to build capacity internally and for the broader health promotion sector, by training and upskilling volunteers in a variety of skills; and by continuing to support high school and university students on practicum placements and internships.
- Increase our community engagement by working with local governments to deliver free or low cost presentations, cooking classes and programs to the public
- Build meaningful partnerships with like-minded organisations in WA to work together towards common ideals

The Australian Nutrition Foundation (QLD DIV) Inc
trading as **NAQ Nutrition** ABN: 33 986 781 351

Chair: Dr Peter Goodwin, Executive Managers:
Sharyn Deam & Aloysa Hourigan



Throughout 2014, NAQ Nutrition (previously trading as Nutrition Australia Qld) has continued to thrive and respond to the challenging economic environment by proactively seeking funding opportunities through government, philanthropic agencies and corporate partnerships; further development of existing programs; and development of some new innovative health promotion/nutrition education resources. We have sought opportunities to speak with Queensland government Ministers for both Health and Education and have explored and developed new and stronger collaborative partnerships with Medicare Locals, local government agencies, industry bodies representing the community services sector, and other non-government organisations.

Three key highlights for 2014 include: delivery on the Learning Eating Active Play Sleep project; development and delivery of the "I'm having a rainbow for dinner" health promoting story-time sessions; and the progression towards an online training platform.

Key achievements and activities 2014

Early Childhood: LEAPS (Learning Eating Active Play Sleep)- funded by Qld Government this project led by QUT with NAQ responsible for program development and delivery and also in partnership with ACHPER has by the end of 2014, seen 125 workshops delivered to over 1800 early childhood educator. The project is due for completion mid 2016 by which time 225 sessions will be completed and 3000-4000 educators reached. LEAPS delivery has given NAQ opportunities to promote NAQs *Food Foundations* program, develop our database and website, including a booking system and website integral to this project, and are developing an online version of the LEAPS program.

The Australian government and the Qld government, Office for Early Childhood Education and Care, provided Australian Early Development Index (now Australian Early Development Census) funding for NAQ to develop, deliver and evaluate the "I'm having a rainbow for dinner" health promoting story-time sessions based on NAQs "I'm having a rainbow for dinner" health promoting storybook.



Schools: Our *Food Smart Schools* program has continued to support the implementation of the Qld Governments Smart Choices Food and Drink Strategy for Queensland Schools and actively participate in the Smart Choices Technical reference group. We have continued to develop new Smart Choices resources and hosted a webinar "Delivering Positive Healthy Eating messages in the Classroom" for teachers during National Nutrition Week and developed resources for use in the classroom that promoted the Project Dinnertime messages.

OSHC: Nutrition in Outside School Hours Care programs continue to promote healthy eating messages across Qld school communities. This year has seen the development of "Food Safaris" – which provide activities relating to the food, culture and physical activity of different countries across the world. These have been well-received and found to be especially useful for vacation care programs.

Sporting Canteens: Continued to work collaboratively with ADF- Good Sports program to deliver "Food for Sport" promoting healthy food supply in Qld sporting clubs (funded by federal & State govts).

Aged Care Nutrition Advisory Service: continues to provide professional development and nutrition consultancy services to over 120 Qld aged care facilities. We have also worked collaboratively with a number of respite centres to promote nutrition for the frail elderly. Funding was received from the Foundation for Regional & Rural Renewal – Sylvia & Charles Viertel Foundation, to review and publish the "Nourishing Nibbles for People Living with Dementia" cookbook – which focuses on the use of nutritious finger foods to achieve an adequate nutrient intake for those living with dementia.

Registered Training Organisation (RTO): *NAQ Nutrition Training* continues to deliver food safety supervisor training for Health and Community services & Retail and Hospitality sectors. Partnership has continued with NA ACT Div - training continuing to be delivered in ACT. 550 students now trained.

NAQ is now working towards developing an online delivery platform for its training programs – this will be launched by early-mid 2015.

Workplace Wellbeing Program:

NAQ provided nutrition expertise and consultancy services to a number of companies working in the energy and mining sector including Ergon Energy and Thiess Mining – both in regional areas of Queensland.

Thiess Mining: NAQ Nutrition conducted a review of the menu and food choices offered at Lake Vermont camp site during a 5 day visit by 2 NAQ dietitians, from July 21-25th 2014. In addition to this menu review, dietetic consultations were made available to Thiess staff throughout the visit to provide advice for individual nutrition concerns. As a result of the review, a number of key recommendations were made to further promote and support the health and wellbeing of residents by actively promoting healthier choices and supporting residents with strategies to identify and limit food and beverage choices that are high in fat, salt and sugar.

Advocacy and Collaborative Partnerships:

- “Check Up” membership (previously General Practice Qld), attend Health Leaders Forums and participate in the Queensland Primary Health Care Network.
- Collaborated with the Heart Foundation, the Public Health Association of Australia and the Queensland University of Technology to coordinate and deliver a full day workshop “Navigating through Nutrition Policy in Australia” – held as a satellite event prior to the annual DAA conference held in May, 2014 in Brisbane.
- Advocated to government - issues included: kilojoule labelling for fast food outlets in Qld (as a collaborative partner with the Heart Foundation in Qld); funding for preventive health

Strategies and Goals for 2015

NAQ will:

- Deliver accurate, relevant and timely nutrition information to members of subscriber services, general public, health professionals, students and the media. Engage in charitable activities in delivery of this work to promote health and prevent chronic disease.
- Participate in health promotion campaigns and strengthen relationships with key stakeholders.



NAQ dietitian, Elizabeth Amarandos at mining site



On site diet consultation room

National Nutrition Week 2014

COOK.EAT.ENJOY – TAKE THE NUTRITION WEEK CHALLENGE

Project Dinnertime™ is an initiative of NAACT that has been developed with the use of seed funding (in the form of Grants) provided by ACT government.

Based on the success of NNW 2013 theme of Project Dinnertime, NA ACT continued to support NA National and Divisions for NNW 2014 activities by continuing with the Project Dinnertime theme.

NA ACT led Nutrition Week 2014 utilising a Grant received by ACT government that aimed to encourage the ACT community to take the Nutrition Week Challenge by following the Australian Dietary Guidelines over the 7-day period.

The Nutrition Week Challenge was released nationally as the focus of National Nutrition Week 2014.

With its Nutrition Week motto, Cook.Eat.Enjoy, Nutrition Australia challenged all Australians to focus on their food habits by reflecting on how often they prepare their own meal.

The Nutrition Australia website was utilized to provide opportunities for community members to Pledge towards meeting the Australian Dietary Guidelines over the 7-day period.



To help participants meet their Pledge, NA ACT developed three menu toolkits to choose from – Family, Adults and Vegetarian. Each toolkit included a 7 day menu plan that met nutritional requirements according to the Australian Dietary Guidelines and were budget conscious. Accompanying recipes and shopping lists were also developed.

To take the Pledge, participants would click on the “I Pledge” icon and register their details by choosing a nutrition toolkit that most closely matched their lifestyle. They were then able to access the full toolkit to start planning their NNW. The NNW toolkit was made available one week prior to NNW.

During the week regular motivational tips were sent to registered participants to help them meet their challenge. Participants and general community members were also be given the opportunity to share their experiences of the pledge by tagging #cookeatenjoy #NNW2014 on Facebook, Twitter and Instagram.

Web/Social Media

NNW was executed on social media with the ‘NNW challenge’ – challenging people to prepare every meal every day for seven days. People were invited to share their pictures and experiences on Facebook, Twitter and Instagram tagged #cookeatenjoy #NNW2014. Throughout NNW, Nutrition Australia shared a tip to followers.

The NNW web page received 9,681 total views during NNW with 25,251 views from 10 Sep – 25 Oct (launch + 1 wk post).

Twitter received 512 tweets containing #CookEatEnjoy and/or #NNW2014 during NNW with 274 from 10 Sep – 25 Oct (launch + 1 wk post).

A total of 499 Instagram posts containing #CookEatEnjoy and/or #NNW2014 were received from 10 Sep – 25 Oct.

Promotion

A national media release was developed with the opportunity for divisions to localise the media release to suit their jurisdiction. Many health oriented websites and blogs took advantage of this media release to place on their websites. Workplaces were encouraged to use the media release in their internal newsletters.

Divisional Involvement

NNW 2014 was developed in collaboration with each division via regular teleconference meetings in the lead up to NNW. Using the NNW suite of resources, divisions promoted NNW amongst their networks and client base. Divisions also delivered a range of Nutrition Week activities including public cooking demonstrations, cooking workshops, seminars (community and workplace) and promotional activities in the form of health displays, community and workplace newsletter inserts and radio interviews.

Through sponsorship with Education Qld, NAQ extended the Cook.Eat.Enjoy theme to support teachers in delivering healthy eating messages in the classroom and spread the Nutrition Week message across the whole school community. A school resource kit was developed which included teacher guides and student activities for both primary and high school.

In association with partner Tefal, NA NSW ran a competition for NSW-based NNW Challenge participants to win a Tefal kitchen appliance. Participants were asked to submit photos of their healthy home-made meals throughout the week for their chance to win a Tefal prize.

NNW Pledge Evaluation

Data was collected from participants prior to taking the Pledge to gain an insight into the reasons people chose to take the Pledge. An impact evaluation in the form of a follow-up survey was undertaken to ascertain any barriers to undertaking the challenge as well as any reported dietary improvements and intent to continue healthy eating in the future.

Participant Information

A total of 880 Australians formally undertook the Challenge with the majority (29%) coming from NSW. The majority of participants (32%) reported taking the Pledge to “eat in line with the Dietary Guidelines”. Most of the participants (31%) found out about the Challenge via social media. This was followed by 22% finding out from newsletter or email.

Post NNW Survey

During the week following the survey a thank you email was sent to all participants with a survey monkey link to provide feedback. A total of 133 participants completed the survey. The majority (59%) of respondents reported meeting their National Nutrition Week pledge. Of those who didn't, the main barrier was that they were “too busy”. 73% of respondents reported eating healthier during NNW with the majority reported by eating more vegetables closely followed by eating less junk food.

Feedback highlights:

- *This is a great initiative. It made me think about my choices and I got others at work involved as well so I hope it benefited them too.*
- *A great idea!! I was inspired to try different recipes by all the beautiful photos and recipes popping up in my twitter feed :)*
- *It is wonderful to have organisations such as Nutrition Australia supporting people make healthier choices. The messages need to be spread far and wide.*
- *Great idea! Loved the challenge!*

NAACT continues to develop its food skills programs under the name of Project Dinnertime implementing the overarching themes that encompass the ethos of Project Dinnertime i.e. “Cook, Eat, Enjoy”.

Project Dinnertime is a registered trademark of Nutrition Australia ACT Inc.

National membership: Coordinator Aranya Changkaoprom (outgoing)

As of 31 December 2014, Nutrition Australia's database consisted of 1197 members of which:

- 435 general
- 762 concession and students

This total is a slight increase from the 2013 figure of 1183.

Total revenue for Memberships in 2014 was \$52638, down from \$64,801 in 2013.

2014 Key activities for the membership program:

- Disseminated the exclusive members' only e-newsletter on a monthly basis
- Consistent use of results from 2013 annual members' satisfaction survey to shape all promotional activities – targeting specific key audiences that regularly engage with Nutrition Australia (students, educators, health professionals and allied health professionals)
- Improvement to the renewal process with regular communication made with members that were due to renew
- Maintained member retention by conducting renewal and lapsed member drives in latter half of 2014

Additionally, a vast range of **membership benefits** continued in 2014, including;

- Discounted entry to Nutrition Australia webinars, seminars and events
- Discounts on Nutrition Australia publications
- Current and previous issues of member only e-Newsletters
- Discounted subscription to Healthy Food Guide magazine

Strategies for 2015

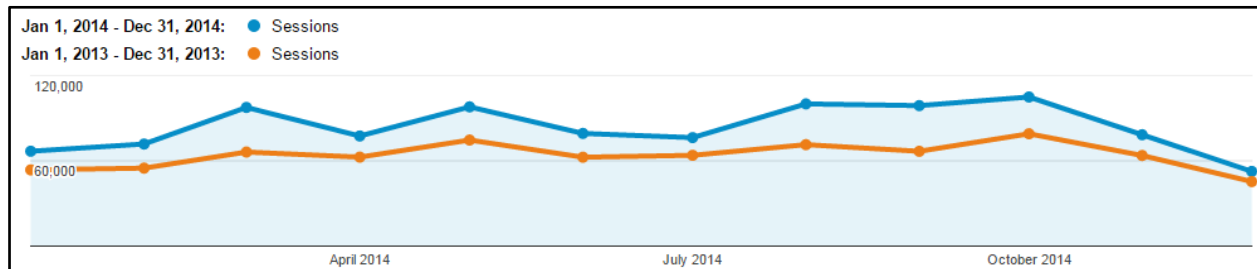
- Update the software program that underpins membership applications and renewals. New software will facilitate automatic notices of renewal and enable each Division to manage and engage with it's own member database
- A new Membership Officer is due to be appointed in 2015
- Engage with stakeholders to develop strategies to enhance membership retention, especially student members transitioning to full members

National Online Communications: Coordinator Caitlin Syrett

Through its online platforms Nutrition Australia provides free nutrition information, promotes the organisation, its programs, services and events, and positions Nutrition Australia as a leader in nutrition education.

In 2014, the Nutrition Australia website was visited 1,002,000 times by 810,800 people, who collectively viewed 2 million pages. That's a 30% increase in the number of visits to the website in 2013, and a 35% increase on the number of visitors.

Chart 1: Website visits 2013-2014



Our Facebook following increased 48% to 10,169 fans, and Twitter increased by 33% to end the year with 8,098 followers.

Social media activities and highlights for 2014

- Created a YouTube and LinkedIn pages for Nutrition Australia.
- Regularly sharing nutrition news, research, information and advice, including sharing content from other organisations, such as the Better Health Channel, news websites, science and nutrition blogs, and health promotion organisations.
- Regularly promoting Nutrition Australia news, events, products, program, services and events.
- Staff participating in nutrition-related Twitter chats, and tweeting highlights from industry events and conferences.
- National Nutrition Week, 12-18 October 2014. We challenged people to prepare healthy meals every day for seven days, to eat in line with the Australian Dietary Guidelines. We also shared meal plans and recipes, tips, and pictures of healthy meals and engaged with our followers by liking and commenting on their posts of healthy foods.
- Festive Food: We encouraged our followers to share photos of healthy food made/consumed over the Christmas and New Year period.

Chart 2: Facebook reach 2014



Website activities and achievements 2014

- The homepage, the Healthy Living Pyramid, our Student Centre, fact sheets and recipes, continue to be the areas of the website in most demand
- The National Nutrition Week page was the 4th most visited page in October.

National online communications strategies for 2015

In 2015 we will continue to use online media to communicate and engage with the general public, provide free nutrition information, and promote the organisation, our programs, services and events.

Major activities will include:

- expanding our digital presence on Instagram, LinkedIn and YouTube
- a web-based social marketing campaign during National Nutrition Week 2015
- new fact sheets, recipes and program information
- continuous quality improvement of the website, through updates content, menu navigation and user processes.

National Media Report 2014: Aloysa Hourigan (National media spokesperson)

Media Program Achievements for 2014

The objective of media activity for Nutrition Australia is two-fold:

- 1) To increase awareness and credibility of the Nutrition Australia brand and awareness of Nutrition Australia programs and services through regular engagement with media both proactively and reactively.
- 2) To ensure Nutrition Australia is seen as a leading community nutrition expert body, advocating on key nutrition issues with an independent voice

Media activities are currently carried out by either the National media spokesperson/ key media spokespeople in each Division or a delegated Nutrition Australia representative.

Responses to Media Requests

Throughout 2014, Nutrition Australia responded to approx 75 media groups/organizations and repeat requests were received from approximately 80% of these organisations. This included print (32%), radio (25%), online (26%), television (12%) & other (5%) media.

Highlights included:

- Both commercial and ABC television News sought comment from Nutrition Australia
- Over 50 requests were received from media in response to National Nutrition Week media releases.
- Interviews with online media (eg News.com;dailymail.com) providing nutrition information for their websites.
- Articles for magazines including: mhBalance; mining magazine; Aust J of Pharmacy
- Review of content for Women's Health Diary - seventh consecutive year

Media Releases

Media was targeted in 2014 as follows:

- Media releases were aimed at promoting National Nutrition Week and responding to a number of hot topics such as health star labelling system; nutrition in school canteens; fad diets; Nude Food Day; promoting healthy eating messages to young children through storytime
- State divisions target their local media to promote Divisional activities
- Media releases were posted on the Nutrition Australia website

Review, Promotion of and Response to Media Releases for Corporate Partners

Media releases reviewed, promoted and responded to in partnership with our corporate partners:

- Dairy Australia.
- Tefal
- Smash Enterprises

Media Strategies for 2015

Media will continue to be targeted in 2015 with national media releases being developed to promote Divisional and National activities and to advocate on key nutrition policy issues.

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